SONY
make.believe

Visit **www.sony.com.sg/bravia**

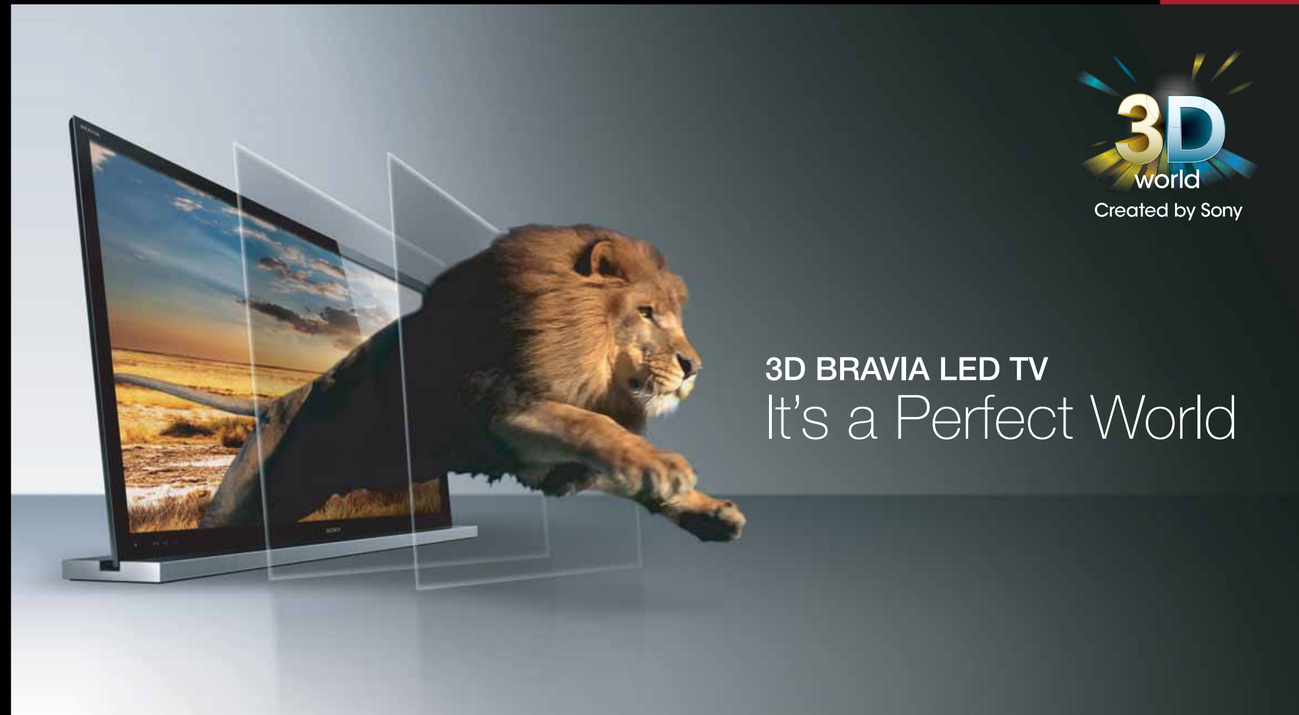
Sony Singapore **Sales & Marketing Office.** 2 International Business Park #01-10, Tower One, The Strategy, Singapore 609930. Customer Contact Centre Tel: 6544 8600
Sony Service Reception. 435 Orchard Road, #04-01 Wisma Atria, Singapore 238877. Service Hotline: 6544 8600

Business Registration No. 53018421D

"Sony", "make.believe", "BRAVIA", "3D World Created by Sony" and their logos are registered trademarks or trademarks of Sony Corporation.

SONY
make.believe

BRAVIA

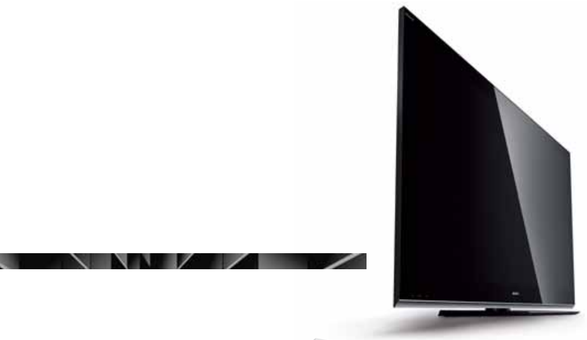


3D BRAVIA LED TV

It's a Perfect World

Feel the passion See the difference Touch the future

Whether it's a tear-jerking scene in a romantic movie or an adrenaline-pumping action sequence, watching television shows is more than just a viewing experience; it's a holistic activity that engages all your senses. And with the new range of BRAVIA televisions, you can now experience a true revolution in sensory perception. From engaging 3D scenes that you can almost reach out and touch to extremely clear and lifelike pictures that draw you into the moment, everything about BRAVIA is designed to expand your horizons and innovate your senses.



3D Innovations

Bring the magic of 3D home with a Sony 3D HDTV. From makers of professional equipment to creators of 3D films and games, Sony is leading every stage of the 3D revolution. With advanced Sony technologies and engineering expertise, Sony 3D HDTVs create an immersive at-home viewing experience with images so realistic, you will feel like you've been transported into the action – be it sports, movies, or games.

Experience A New Level Of Realism

Unlike a typical television that displays 2D images, Sony 3D HDTV uses a combination of images that are perceived by your left and right eyes almost simultaneously to give an impression of depth.

For added realism, it is best if the source was recorded with 3D transmission in mind. In this regard, Sony is undoubtedly your best choice as it is the only “3D Professional” that is both a 3D content creator, equipment developer, distributor, and end-user device manufacturer to ensure everything you see in 3D film and games is exactly as how it was intended – from start to end.

3D world
Created by Sony

Full HD 3D

Get The Full 3D Experience With Frame Sequential Method

There are 2 main display methods for 3D TV but only one lets you experience 3D in Full HD. Sony adopts a Full HD Frame Sequential Method that displays Full HD frames alternately at a very high speed for both the left and right eye, effectively retaining its full resolution and image quality.

adidas, the 3-bars logo and the 3-stripes mark are registered trademarks of the adidas Group, used with permission. Jabulani is a trademark of the adidas Group, used with permission.

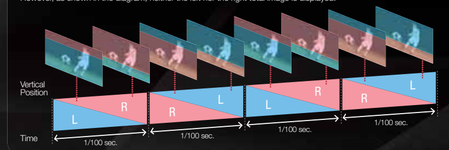
Clear

Beautiful And Crystal Clear Images With Hi-speed Precision

In a normal 3D video signal, left and right video frames are alternated at a 100Hz refresh rate. This results in each frame not being shown in its entirety, blurring the overall picture. With Sony’s Motionflow™ technology, the frame rate is increased by up to four times and allows the full image to be displayed for clearer, smoother images.

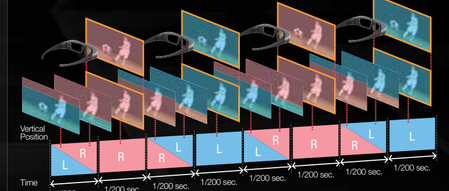
100Hz Refresh Rate

In a 3D video signal, the left and right video frames are alternated at a 100Hz refresh rate. However, as shown in the diagram, neither the left nor the right total image is displayed.



200Hz Refresh Rate

By increasing the frame rate by four times and writing the left and right frames twice each at a rate of 1/200 seconds, the left and right images can be displayed alone in their entirety.

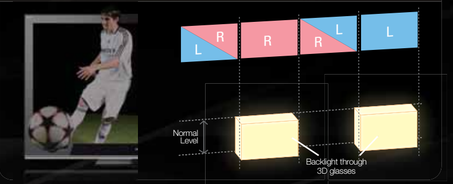


Bright

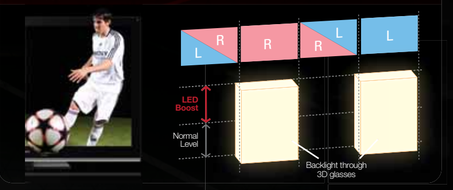
3D Pictures Are Sharper and More Luminous With LED Boost

In order to achieve bright and vibrant 3D pictures, Sony has increased the amount of LED backlights in their BRAVIA LCD televisions. On top of that, they are turned off and on precisely in sync with each frame so you’ll always enjoy clear and bright 3D pictures.

Conventional



LED Boost



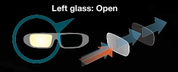
Minimised flicker

Reduced Flicker For Smooth And Comfortable Viewing

A main problem when watching 3D movies is the flickering that occurs when the frequency of the lighting and 3D glasses are not in sync. This might eventually lead to headaches and even muscle strain. With Sony's active shutter glasses, it is now possible to enjoy your 3D movie with minimal flicker and even for long hours without any discomfort.

The glasses are also designed to help shut out external light from all sides, allowing you to enjoy your movies, even in bright environments. Adjustable side pieces and nose pads offer more comfort by letting you make minute adjustments on how the glasses fit to your face.

Conventional



Left glass: Open

Bright
When the left glass is open, the light (vertical wave) from the room's lighting enters the viewer's eyes while the horizontal wave is blocked by a polariser.

Left glass: Close

Dark
When the left glass is closed, both vertical and horizontal waves get blocked, and no light enters the viewer's eyes.

BRAVIA

Left glass: Open

Bright
When the glass is open, the light (vertical wave) from the room's lighting enters the viewer's eyes while the horizontal wave is being blocked.

Left glass: Close

Bright
When the left glass is open, the light (vertical wave) from the room's lighting enters the viewer's eyes while the vertical wave is blocked.

Adjustable temple
Set the switch for a comfortable fit. Set both the switches on either side for a comfortable fit. Close the temple arms slightly inwards to set the switch.

Adjustable nose pad
Adjust the nose pad to fit different nose shapes and sizes.

Flexible ear piece
Bend the two side pieces that fit over your ears.

Well-built design which shuts out external influence
Fits well with your face and shuts out external light (light from right, left, top, bottom, and back).

2D 3D

A New Way To Watch Movies With 3D Up-conversion

Using a special conversion algorithm that converts normal 2D videos to 3D videos, you're now able to enjoy a 3D experience from a wide variety of sources simply by pressing the "3D" button on your remote.

The Future Is Real

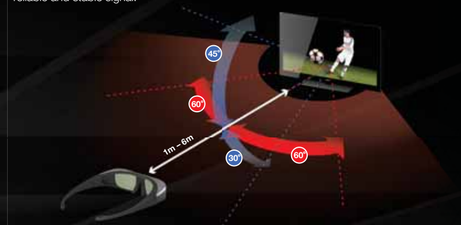
With more and more 3D sources being made available every day, it's easier than ever to enjoy true 3D entertainment at home. From HD broadcasts, Blu-ray 3D™ Players, and stereoscopic 3D games, you'll never be short of ways to immerse yourself in the 3D world.

adidas, the 3-bars logo and the 3-stripes mark are registered trademarks of the adidas Group, used with permission. Jabulani is a trademark of the adidas Group, used with permission.

Wide view & Strong signal

Wider viewing angle lets everyone enjoy the 3D experience together

Unlike other 3D TVs that require you to sit almost directly in front of the screen, Sony 3D HDTVs have a generous 120° viewing angle that lets you make watching 3D TV a true family event. The strong infrared transmitter also helps to reduce interference with its reliable and stable signal.



The transmitter is located on the bottom right side of the bezel.
Do not put anything in front of the 3D Sync Transmitter as doing so may affect its function.
Effective range of 1m – 6m is only when there is nothing present between the transmitter and 3D glasses

Safety Precautions
- Some people may experience discomfort (such as eye strain, fatigue, or nausea) while watching 3D video images or playing stereoscopic 3D games.
- Sony recommends that all viewers take regular breaks while watching 3D video images or playing stereoscopic 3D games. The length and frequency of necessary breaks will vary from person to person. You must decide what works best.
- If you experience any discomfort, you should stop watching the 3D video images or playing stereoscopic 3D games until the discomfort ends; consult a doctor if you believe it necessary.
- You should also review the instruction manual of any other device or media used with the television and our website (http://www.sony-asia.com/support) for the latest information.
- The vision of young children (especially those under six years old) is still under development.
- Consult your doctor (such as a paediatrician or eye doctor) before allowing young children to watch 3D video images or play stereoscopic 3D games.
- Adults should supervise young children to ensure they follow the recommendations listed above.

Precautions for Use
- Ensure there are no objects blocking the path between the 3D Glasses and the 3D Sync Transmitter.
- 3D effect is inadequate and screen colour will be shifted when you lie down or tilt your head.

2D-3D Conversion (Simulated 3D)
- 3D effect may be less pronounced with some picture sources.
- Perceived 3D effect may vary from person to person.
- Simulated 3D display mode automatically switches back to 2D display mode an hour after its activation.
- When using the simulated 3D function, please note that the displayed image is modified from the original due to the conversion done by the television.

Sync Transmitter and 3D Glasses Communication Range
- Do not put anything in front of the 3D Sync Transmitter. Doing so may affect its function.
- Do not place the 3D Sync Transmitter near the TV's front remote control sensor.
- Attach the 3D Sync Transmitter in front of the TV and ensure that there are no obstacles between the 3D Sync Transmitter and the 3D Glasses.

If 3D pictures are not displayed / 3D effect is weak:
- Be sure there are no obstacles between the 3D Sync Transmitter and 3D Glasses.
- Perceived 3D effect may vary from person to person.
- 3D effect may be less pronounced if ambient temperature is low.
- 3D effect may be less pronounced and the display colour will be shifted if you lie down or tilt your head.

Black bars appear on both sides of the screen in order to process 3D signals for the simulated 3D display mode or when adjusting the depth of 3D pictures in "3D Depth Adjustment".

Limitation of 3D display:
3D effect is provided only when pictures are displayed in full screen.

DESIGN

Innovations

No longer are televisions just functional devices with thick, boxy frames. These days, people want much more and the truly discerning ones look to BRAVIA to meet all expectations. As much a work of art as a great performer, every BRAVIA model is carefully crafted to capture attention with its sleek lines, high-quality finishing, and flushed bezel design for a visually stunning performance, on or off.

A Presence
In Any Room

When turned off, your BRAVIA television captures the eye with its stylish flushed surface. Not only does this give the impression of the screen extending seamlessly to the very edge, but it also allows the television to blend in easily with your room's décor.

But it is when your BRAVIA television is turned on that its true nature comes to the fore in a powerful and captivating display of lifelike images on its clear glass screen. Now you can enjoy your favourite movies and games with better clarity and sharpness than ever before!

When the TV is ON.

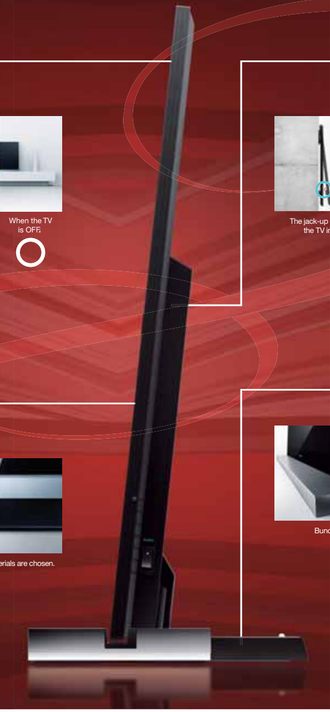
When the TV is OFF.

Pushing The
Edge Of Great Design

Surrounded by sleek brushed aluminium, BRAVIA television glass screens are set perfectly flush with the frame to accentuate the luxurious and meticulous nature of its construction.

A specially-designed interface also conceals the edge of the screen and allows images to fade out gracefully near the edges, further blurring the line between television and art piece.

Only premium materials are chosen.



Hang On To
Functional Aesthetics

The jack-up lever helps to hold the TV in a tilted state.

With the optional SU-WH500 Wall-Hanging Bracket, mounting your BRAVIA is now as easy as hanging a picture. An incredibly thin 15mm* gap also makes it easy to integrate your BRAVIA into your wall deco. And if you frequently need to connect and disconnect cables, the handy jack-up lever helps you get the perfect angle without having to dismount the television.

*15mm for 40-inch to 55-inch models and 21mm for 60-inch models. When used with a sound bar in the HT-CT350 home theatre system, the gap is 28mm.

6° Of Perfection

Bunchin Stand.

Fitting in perfectly with the slender design of the television, the Bunchin Stand is both sleek and space-saving. A single groove along its aluminium surface also holds the television in place at an optimum 6° Upward Tilt viewing angle.

*Bunchin Stand is not compatible with all models.

PICTURE QUALITY

Innovations

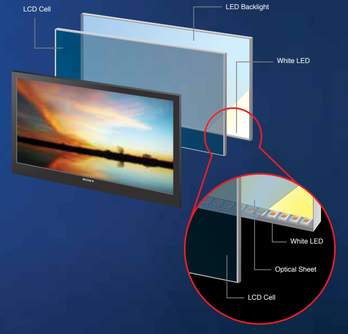
Take the home cinematic experience to the next level with sharp, clear, and smooth images. Always revolutionary and never compromising, BRAVIA televisions are packed with state-of-the-art and intelligent image enhancement features that will completely change the way you enjoy movies and games.

Higher Contrast Ratio, Lower Power Consumption

With Dynamic Edge LED

By controlling individual LED blocks, the amount of unneeded LED backlight is reduced, thereby giving an astounding contrast ratio of over 1,000,000:1^. This also reduces power consumption to levels below that of conventional LED-backlit models and helps save both money and the environment.

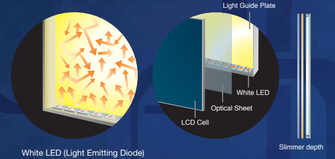
^ Ratio of the maximum white level at maximum brightness to the minimum black level at minimum brightness.



A Slimmer And Lightweight BRAVIA

With Edge LED

Using Edge LED backlight technology results in a much thinner and lighter BRAVIA when compared to conventional direct-type backlight system televisions. Typically used for small to mid-sized computer monitors, Sony has adapted this new type of backlighting for LCD TVs. The result is a more efficient light transmission process and lower power consumption without any compromise to picture quality.

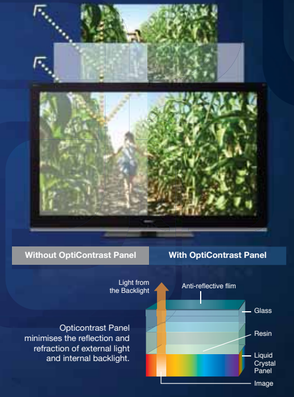


The illustrations above are conceptual.

Optimum Colours And Details

With OptiContrast Panel+

By replacing the air cavity between the LCD display panel and glass plate with a resin sheet, screen glare from both reflected and refracted light is significantly reduced. This results in lifelike images with richer details and deeper black, even in the brightest rooms!



+ Applicable only to NX810 and NX710 series only.

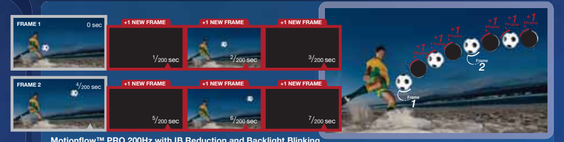
Stay Up To Speed

With Sony's Unique Motionflow™ Technology

Wouldn't it be nice to see all the fast-paced action in its clearest and smoothest form? Whether it is that exciting soccer game or the sci-fi movie of the year, BRAVIA televisions feature the advanced technology to let you simply take it all in. From the groundbreaking Motionflow™ 100Hz to the ultra smooth Motionflow™ PRO 200Hz, you'll never miss anything again with a BRAVIA television.

Motionflow™ Pro 200Hz

For the best balance of brightness & motion, we bring you Motionflow™ PRO 200Hz. An advanced version of Motionflow™ 200Hz, this PRO version gives you the additional option of Frame-based Backlight Blinking technology.



Motionflow™ PRO 200Hz with IB Reduction and Backlight Blinking
Revolutionary advanced technology ensures the ultimate smoothness and clarity for both pictures and subtitles.

Motionflow™ 200Hz

With Motionflow™ 200Hz, you get crisp, fluid motion and the most realistic viewing experience around. This technology inserts three new images between the original pictures, making it the perfect choice for sports, action movies, and games. Additionally, Sony's IB (Image Blur) Reduction algorithm further increases clarity by reducing blur generated during the original recording.

Motionflow™ 200Hz with IB Reduction
By inserting three extra frames between images, the result is astonishingly fluid & crisp pictures.

Motionflow™ 100Hz

By doubling the number of displayed frames, Motionflow™ 100Hz reduces blur and judder and makes fast-moving scenes appear smoother, sharper, and clearer.

Motionflow™ 100Hz
Doubling the number of frames makes the scene appear smoother and clearer.

Fast-moving scenes appear choppy and jarring to the eyes.

BRAVIA Engine 3™ The Driving Force Behind Great Pictures

In LCD televisions, the main determining factor for picture quality is the processing engine. BRAVIA Engine 3™ is a high definition video processor which reproduces pictures with higher contrast, superior colours, and amazing clarity. Best of all, you can enjoy these high quality images regardless of whether the source is in SD (Standard Definition) or HD (High Definition).

Uncompromising Image Quality With Full High Definition

Don't miss a single thing with Full HD quality! From the smallest detail to the brightest colour, everything appears clearer and more lifelike for a truly immersive experience. Plus, with so many HD source options – from HD broadcasting, Blu-ray Disc™ players, HD Handycam® camcorders, HD Cyber-shot digital cameras, to your PlayStation®3 – it's easier to enjoy quality images than ever before!

Perfect Colour Recreation With Live Colour™

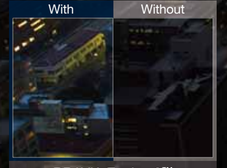
Powered by an image processor using an algorithm specially developed by Sony, Live Colour™ is able to reproduce incredibly vivid colours on screen. With four user-adjustable settings available, you can choose just how vivid you want your images to be. Whether it's a brilliant blue sky or a bright red rose, everything stands out so much more with Live Colour™!

Less Noise, More Enjoyment With MPEG NR

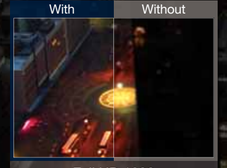
BRAVIA televisions have an intelligent MPEG Noise Reduction (NR) feature that gets rid of both speck-like noise around subtitles and block noise that are usually found in fast-moving scenes. Effective for SD, HD, and even upconverted images, MPEG NR ensures a sharper and more beautiful result each and every time.

Give Picture Quality A Boost With Intelligent Picture Plus

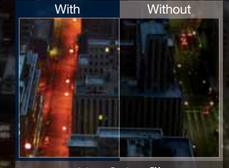
Analogue broadcast (RF) and video input signals sometimes contain noise that can affect picture quality. Intelligent Picture Plus, together with Intelligent Signal Booster and Picture Optimisation, effectively "cleans up" the image for beautiful and clear noise-free scenes.



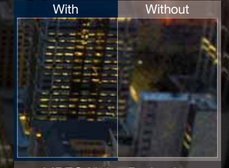
BRAVIA Engine 3™



Full HD 1080



Live Colour™



MPEG Noise Reduction

Intelligent Picture Plus

ENTERTAINMENT

Innovations

In this day and digital age, we rely heavily on a host of devices for our music, movies, and entertainment. Recognising that all are equally important to any lifestyle, BRAVIA televisions now allow you to link all of them together in one integrated entertainment hub for unparalleled convenience and versatility.

Watch Online Videos
On Your TV

With BRAVIA Internet Video

With BRAVIA Internet Video, your television is now a true all-in-one entertainment centre that allows you to access many of your favourite video websites straight on your BRAVIA. Get quick access to YouTube, Style.com, MenStyle.com, BlipTV, Singing Fool, and many more sites that will keep you entertained for hours on end!

A World Of Information

With BRAVIA Internet Widgets

Stay in touch with the latest happenings from around the world without ever having to leave your couch! BRAVIA Internet Widgets are configurable and customisable add-ons that allow you to access the news, weather, and all sorts of information from the Internet directly from your BRAVIA television. Assign frequently used widgets to the Favourite list, or scroll through all available widgets with just the press of a button on your BRAVIA remote control.

Free Yourself

With An Integrated Wi-Fi Connection

Enjoy convenient internet connections with Wi-Fi Integrated and Wi-Fi Ready models. These features enable you to use the BRAVIA Internet TV & Widgets without any additional wires and lets you experience true freedom from cumbersome and messy cables.

Stay Connected

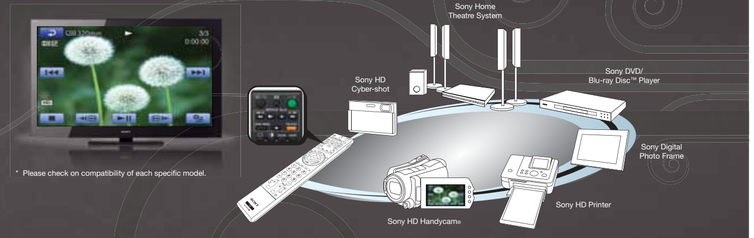
With DLNA

DLNA is a new standard in home connectivity that allows you to seamlessly link compatible devices from anywhere in the house to each other. Ever wanted to watch a video file stored on your VAIO laptop or view pictures from your Cyber-shot directly on your BRAVIA television? Now you can do all those things and more with DLNA technology in BRAVIA!

Easy Connectivity, Easier Enjoyment

With BRAVIA Sync

Startup and shutdown your entire home entertainment system with just one button, and also control the entire system with the BRAVIA remote.



* Please check on compatibility of each specific model.

Listen To Your Favourite Radio Programmes Or The Latest News

With FM Radio

The built-in FM Radio allows you to tune in to radio stations directly from your BRAVIA television.

Seamless Connections

With HDMI™

With up to four HDMI™ ports, it's never been easier to stay connected to all your high definition devices!

ECO-FRIENDLY Innovations

Being eco-friendly is now a lifestyle choice that influences our every activity. But that doesn't mean we have to compromise on quality or enjoyment. With all the innovative energy-saving features found in BRAVIA, you can now enjoy your favourite shows with the peace of mind knowing that you're doing your part to save the Earth.

Stop Electricity Wastage And Get The Best Results

With Intelligent Presence Sensor

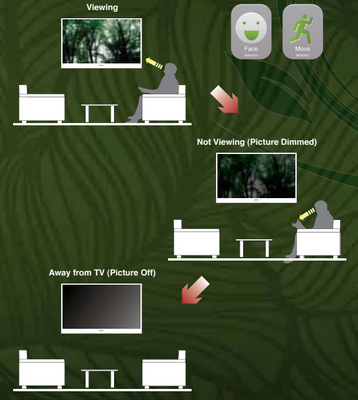
INTELLIGENT PRESENCE SENSOR

Ever regret wasting electricity because you stepped out of the room to answer a call or to attend to something and completely forgot that you left the TV on? With a discreet smart camera sensor incorporated into the BRAVIA television frame*, Intelligent Presence Sensor can detect if anyone is within sensing range from the TV and, if not, automatically sets the TV to PICTURE OFF, reducing power consumption by 50%. It can also detect where you're sitting and adjusts the sound and picture for optimum viewing pleasure.

* Featured technologies are applicable only to the LX900.

Motion Detection & Face Detection*

Detects when there are no viewers in the room and automatically sets the television to PICTURE OFF mode, thereby reducing power consumption by 50%.



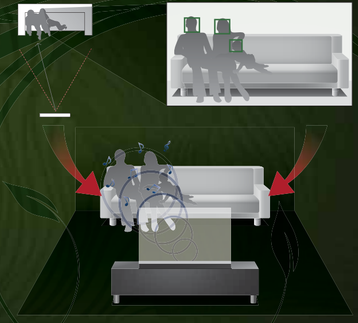
* Featured technologies are applicable only to the LX900.

Distance Alert*

Perfect for parents who are concerned about their child's viewing habits, Distance Alert automatically turns the picture off and sounds an alarm when the child gets too close to the television screen.

Position Control*

Position Control detects where the viewers are sitting in relation to the television and optimises the left/right sound balance and image visibility accordingly. This ensures sounds and images are just like if you were sitting directly in front of the television.



Perfect Pictures Under Any Lighting Condition

With Ambient Sensor

Ambient Sensor

Because we watch television shows under varying lighting conditions throughout the day – whether daylight or fluorescent lamps – images may sometimes appear washed out or too bright. Ambient Sensor compensates for this by reading the brightness and colour temperature of the BRAVIA's surroundings and adjusting the image accordingly so you'll always get the best picture possible all the time, at any time.

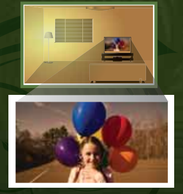
Natural Sunlight

Image is optimised to be vivid and clear even with bright sunlight flooding through the window.

Fluorescent Light

Image is adjusted to compensate for the lower colour temperature that fluorescent lighting has when compared with natural sunlight.

Perimeter Lighting



Perimeter lighting has a much lower colour temperature and might cause viewers' eyes to be overwhelmed. Ambient Sensor corrects for this and produces images that are friendlier to the eye.

Energy Saving Switch Makes It More Convenient Than Ever To Save The Earth

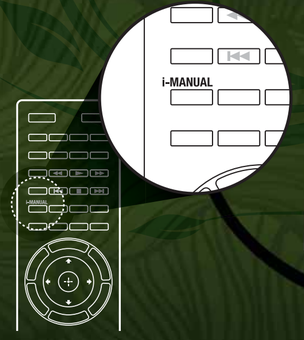
ENERGY SAVING SWITCH

Most electronic devices still consume electricity when plugged into the main outlet, even if switched off. With the Energy Saving Switch, you can now cut standby electricity consumption to almost 0W* and help save the Earth, all with just the flick of a switch.

* There is very weak power consumption beyond the detectable range of common energy meters (i.e. less than 0.0001W).

The Answers Are Always At Your Fingertips With i-Manual

Got a question about your BRAVIA? Find the answer quickly and easily with i-Manual, the pre-installed digital manual. Just press the "i-Manual" button on your remote control and follow the on-screen instructions; it's that simple! Best of all, unlike paper manuals, the i-Manual can never be damaged or lost, and helps save paper and the environment.



LX 900 SERIES

60”/52”

Revolutionary realism, incomparable enjoyment.

3D Integrated
Receive and watch 3D shows without having to connect any additional components.

Wi-Fi Integrated
Connect your BRAVIA directly to your wireless Internet router without any additional components.

Edge LED
Enables BRAVIA LCD TVs to be slimmer, lighter, and operate with a lower power consumption.

DLNA
Wirelessly connect and share information between digital cameras, computers, camcorders, etc.

Motionflow™ 200 PRO
An improvement over Motionflow™ 200 that also utilises Backlight Blinking technology.

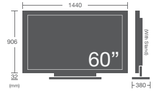
USB Photo/Music/Video
Access photos, music, and videos from other devices by connecting them to the BRAVIA’s USB port.

Intelligent Presence Sensor
A smart camera sensor and various detection technologies help save energy by responding to your presence.

BRAVIA Sync
Startup and shutdown your entire home entertainment system with just one button.

BRAVIA Internet Video (IPTV)
Watch videos from your favourite online websites right on your television screen.

Eco Settings
Save power without compromising picture quality with a range of eco-friendly features.



NX 810 SERIES

60”/55”

Brilliantly designed, technologically advanced.

3D Ready
Enjoy full 3D content with the optional 3D Sync Transmitter and 3D glasses (both sold separately).

BRAVIA Engine 3™
This high definition video processor lets you enjoy pictures with higher contrast and superior colours.

Dynamic Edge LED
Controls individual LED blocks to achieve a contrast ratio of over 1,000,000:1. Power consumption is also reduced.

DLNA
Wirelessly connect and share information between digital cameras, computers, camcorders, etc.

Motionflow™ 200 PRO
An improvement over Motionflow™ 200 that also utilises Backlight Blinking technology.

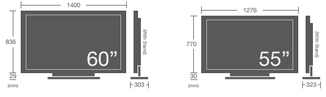
USB Photo/Music/Video
Access photos, music, and videos from other devices by connecting them to the BRAVIA’s USB port.

BRAVIA Internet Video (IPTV)
Watch videos from your favourite online websites right on your television screen.

BRAVIA Sync
Startup and shutdown your entire home entertainment system with just one button.

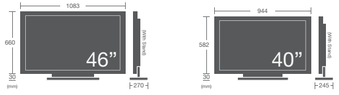
Wi-Fi Integrated
Connect your BRAVIA directly to your wireless Internet router without any additional components.

Eco Settings
Save power without compromising picture quality with a range of eco-friendly features.



NX 710 SERIES

46”/40”



3D Ready
Enjoy full 3D content with the optional 3D Sync Transmitter and 3D glasses (both sold separately).

Dynamic Edge LED
Controls individual LED blocks to achieve a contrast ratio of over 1,000,000:1. Power consumption is also reduced.

Motionflow™ 100 PRO
An improvement over Motionflow™ 100 that also utilises Backlight Blinking technology.

BRAVIA Internet Video (IPTV)
Watch videos from your favourite online websites right on your television screen.

Wi-Fi Integrated
Connect your BRAVIA directly to your wireless Internet router without any additional components.

BRAVIA Engine 3™
This high definition video processor lets you enjoy pictures with higher contrast and superior colours.

DLNA
Wirelessly connect and share information between digital cameras, computers, camcorders, etc.

USB Photo/Music/Video
Access photos, music, and videos from other devices by connecting them to the BRAVIA’s USB port.

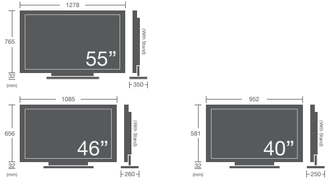
BRAVIA Sync
Startup and shutdown your entire home entertainment system with just one button.

Eco Settings
Save power without compromising picture quality with a range of eco-friendly features.

EX 710 SERIES

55”/46”/40”

Essentially stylish,
perfectly complementary.



Edge LED
Enables BRAVIA LCD TVs to be slimmer, lighter, and operate with a lower power consumption.

Presence Sensor
Automatically sets the TV to PICTURE OFF when no one is detected in front of it.

Energy Saving Switch
Saves electricity by cutting standby consumption to almost 0W.

Ambient & Colour Sensor
Always get the best picture quality possible under any lighting condition.

Motionflow™ 100
Doubles the number of displayed frames to reduce blur and judder.

BRAVIA Engine 3™
This high definition video processor lets you enjoy pictures with higher contrast and superior colours.

BRAVIA Internet Video (IPTV)
Watch videos from your favourite online websites right on your television screen.

DLNA
Wirelessly connect and share information between digital cameras, computers, camcorders, etc.

USB Photo/Music/Video
Access photos, music, and videos from other devices by connecting them to the BRAVIA’s USB port.

Eco Settings
Save power without compromising picture quality with a range of eco-friendly features.

EX 700 SERIES

60”

Edge LED
Enables BRAVIA LCD TVs to be slimmer, lighter, and operate with a lower power consumption.

Presence Sensor
Automatically sets the TV to PICTURE OFF when no one is detected in front of it.

Energy Saving Switch
Saves electricity by cutting standby consumption to almost 0W.

Ambient & Colour Sensor
Always get the best picture quality possible under any lighting condition.

Motionflow™ 100
Doubles the number of displayed frames to reduce blur and judder.

BRAVIA Engine 3™
This high definition video processor lets you enjoy pictures with higher contrast and superior colours.

BRAVIA Internet Video (IPTV)
Watch videos from your favourite online websites right on your television screen.

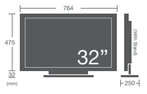
DLNA
Wirelessly connect and share information between digital cameras, computers, camcorders, etc.

USB Photo/Music/Video
Access photos, music, and videos from other devices by connecting them to the BRAVIA’s USB port.

Eco Settings
Save power without compromising picture quality with a range of eco-friendly features.

EX 600 SERIES

40”/32”



Edge LED
Enables BRAVIA LCD TVs to be slimmer, lighter, and operate with a lower power consumption.

Full HD 1080
Get the Full High Definition experience with immersive lifelike images and sound.

BRAVIA Engine 3™
This high definition video processor lets you enjoy pictures with higher contrast and superior colours.

Intelligent Picture Plus
Automatically cleans up noise from analogue broadcast (RF) and video input signals.

MPEG Noise Reduction
Subtitles and fast-moving scenes appear sharper and clearer.

USB Photo/Music/Video
Access photos, music, and videos from other devices by connecting them to the BRAVIA’s USB port.

BRAVIA Sync
Startup and shutdown your entire home entertainment system with just one button.

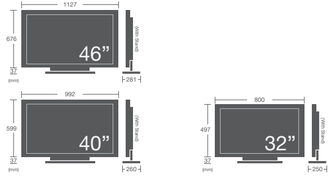
HDMI™ x 4
4 HDMI™ ports allow you to connect a variety of high definition devices directly to your BRAVIA.

Ambient & Colour Sensor
Always get the best picture quality possible under any lighting condition.

Eco Settings
Save power without compromising picture quality with a range of eco-friendly features.

EX 500 SERIES

46”/40”/32”



Motionflow™ 100
Doubles the number of displayed frames to reduce blur and judder.

Full HD 1080
Get the Full High Definition experience with immersive lifelike images and sound.

BRAVIA Engine 3™
This high definition video processor lets you enjoy pictures with higher contrast and superior colours.

Intelligent Picture Plus
Automatically cleans up noise from analogue broadcast (RF) and video input signals.

MPEG Noise Reduction
Subtitles and fast-moving scenes appear sharper and clearer.

USB Photo/Music/Video
Access photos, music, and videos from other devices by connecting them to the BRAVIA’s USB port.

BRAVIA Sync
Startup and shutdown your entire home entertainment system with just one button.

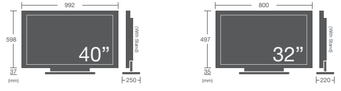
HDMI™ x 4
4 HDMI™ ports allow you to connect a variety of high definition devices directly to your BRAVIA.

Ambient & Colour Sensor
Always get the best picture quality possible under any lighting condition.

Eco Settings
Save power without compromising picture quality with a range of eco-friendly features.

EX 400 SERIES

40”/32”



Full HD 1080
Get the Full High Definition experience with immersive lifelike images and sound.

BRAVIA Engine 3™
This high definition video processor lets you enjoy pictures with higher contrast and superior colours.

Intelligent Picture Plus
Automatically cleans up noise from analogue broadcast (RF) and video input signals.

MPEG Noise Reduction
Subtitles and fast-moving scenes appear sharper and clearer.

USB Photo/Music/Video
Access photos, music, and videos from other devices by connecting them to the BRAVIA’s USB port.

BRAVIA Sync
Startup and shutdown your entire home entertainment system with just one button.

HDMI™ x 4
4 HDMI™ ports allow you to connect a variety of high definition devices directly to your BRAVIA.

Scene Select
Always get the best picture and sound setting with seven unique scene presets.

Ambient & Colour Sensor
Always get the best picture quality possible under any lighting condition.

Eco Settings
Save power without compromising picture quality with a range of eco-friendly features.

EX 300 SERIES

32”

BRAVIA Engine 3™
This high definition video processor lets you enjoy pictures with higher contrast and superior colours.

Intelligent Picture Plus
Automatically cleans up noise from analogue broadcast (RF) and video input signals.

MPEG Noise Reduction
Subtitles and fast-moving scenes appear sharper and clearer.

24P True Cinema
Bring Hollywood right into your living room with movies displayed in authentic film-like quality.

USB Photo/Music/Video
Access photos, music, and videos from other devices by connecting them to the BRAVIA’s USB port.

BRAVIA Sync
Startup and shutdown your entire home entertainment system with just one button.

HDMI™ x 4
4 HDMI™ ports allow you to connect a variety of high definition devices directly to your BRAVIA.

Scene Select
Always get the best picture and sound setting with seven unique scene presets.

Ambient & Colour Sensor
Always get the best picture quality possible under any lighting condition.

Eco Settings
Save power without compromising picture quality with a range of eco-friendly features.

BX 400 SERIES

40”

No frills,
all the enjoyment.

Full HD 1080
Get the Full High Definition experience with immersive lifelike images and sound.

BRAVIA Engine 3™
This high definition video processor lets you enjoy pictures with higher contrast and superior colours.

Intelligent Picture Plus
Automatically cleans up noise from analogue broadcast (RF) and video input signals.

MPEG Noise Reduction
Subtitles and fast-moving scenes appear sharper and clearer.

24P True Cinema
Bring Hollywood right into your living room with movies displayed in authentic film-like quality.

USB Photo/Music/Video
Access photos, music, and videos from other devices by connecting them to the BRAVIA’s USB port.

BRAVIA Sync
Startup and shutdown your entire home entertainment system with just one button.

HDMI™ x 2
2 HDMI™ ports allow you to connect a variety of high definition devices directly to your BRAVIA.

FM Radio
Listen to your favourite radio stations directly on your BRAVIA.

Eco Settings
Save power without compromising picture quality with a range of eco-friendly features.

BX 300 SERIES 32”

BRAVIA Engine 3™

This high definition video processor lets you enjoy pictures with higher contrast and superior colours.

Intelligent Picture Plus

Automatically cleans up noise from analogue broadcast (RF) and video input signals.

MPEG Noise Reduction

Subtitles and fast-moving scenes appear sharper and clearer.

24P True Cinema

Bring Hollywood right into your living room with movies displayed in authentic film-like quality.

USB Photo/Music/Video

Access photos, music, and videos from other devices by connecting them to the BRAVIA’s USB port.

BRAVIA Sync

Startup and shutdown your entire home entertainment system with just one button.

HDMI™ x 2

2 HDMI™ ports allow you to connect a variety of high definition devices directly to your BRAVIA.

Scene Select

Always get the best picture and sound setting with seven unique scene presets.

FM Radio

Listen to your favourite radio stations directly on your BRAVIA.

Eco Settings

Save power without compromising picture quality with a range of eco-friendly features.

Specs Page

	SPECIFICATIONS	LX900		NX810		NX710	
		KDL-60LX900 *(60")*	KDL-52LX900 *(52")*	KDL-60NX810 *(60")*	KDL-55NX810 *(55")*	KDL-46NX710 *(46")*	KDL-40NX710 *(40")*
SYSTEM	TV System (Analogue)	Digital: DVB-T, Analogue: B/G, D/K, I, M		Digital: DVB-T		Digital: DVB-T	
	Colour System	NTSC 3.58 (AV in only), NTSC 4.43 (AV in only), PAL, PAL60 (AV in only), SECAM		NTSC 3.58 (AV in only), NTSC 4.43 (AV in only), PAL, PAL60 (AV in only), SECAM		NTSC 3.58 (AV in only), NTSC 4.43 (AV in only), PAL, PAL60 (AV in only), SECAM	
	Video Signal	480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p (HDMI™), 720/24p (HDMI™ only), 1080/50i, 1080/60i, 1080/24p (HDMI™), 1080/50p (HDMI™/Component), 1080/60p (HDMI™/Component)		480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p (HDMI™) , 720/24p (HDMI™ only), 1080/50i, 1080/60i, 1080/24p (HDMI™), 1080/50p (HDMI™/Component), 1080/60p (HDMI™/Component)		480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p (HDMI™) , 720/24p (HDMI™ only), 1080/50i, 1080/60i, 1080/24p (HDMI™), 1080/50p (HDMI™/Component), 1080/60p (HDMI™/Component)	
PICTURE	Display Resolution	Full HD 1080 (1920 x 1080)		Full HD 1080 (1920 x 1080)		Full HD 1080 (1920 x 1080)	
	3D Sync Transmitter Integrated	Yes		–		–	
	3D Up-conversion	Yes		Yes		Yes	
	Backlight Type	LED		Dynamic LED		Dynamic LED	
	Motionflow™	Motionflow™ PRO 200Hz		Motionflow™ PRO 200Hz		Motionflow™ PRO 100Hz	
	Video Processing	BRAVIA Engine 3™		BRAVIA Engine 3™		BRAVIA Engine 3™	
	Live Colour™ Technology	Yes		Yes		Yes	
	Intelligent Picture	Yes		Yes		Yes	
	MPEG Noise Reduction	Yes		Yes		Yes	
	24p True Cinema™ Technology	Yes		Yes		Yes	
	Picture Mode	Vivid/Standard/Custom/Cinema/Game-Standard/Game-Original/Graphics/Sports/ Photo-Vivid/Photo-Standard/Photo-Original/Photo-Custom		Vivid/Standard/Custom/Cinema/Game-Standard/Game-Original/Graphics/ Sports/ Photo-Vivid/Photo-Standard/Photo-Original/Photo-Custom		Vivid/Standard/Custom/Cinema/Game-Standard/Game-Original/Graphics/Sports/ Photo-Vivid/Photo-Standard/Photo-Original/Photo-Custom	
AUDIO	Sony Original Surround	S-Force Front Surround		S-Force Front Surround		S-Force Front Surround	
	Sound Mode	Dynamic/Standard/Clear Voice		Dynamic/Standard/Clear Voice		Dynamic/Standard/Clear Voice	
	Surround Effect	Cinema/Music/Live Sports/Game		Cinema/Music/Live Sports/Game		Cinema/Music/Live Sports/Game	
	Voice Zoom	Yes		Yes		Yes	
	Audio Power	20W (10W x 2)		26W (8W x 2 + 10W)		26W (8W x 2 + 10W)	
EASE OF USE FEATURES	BRAVIA Sync	Yes		Yes		Yes	
	DLNA	Photo (JPEG), Music (MP3, LPCM), Video (MPEG2, AVCHD)		Photo (JPEG), Music (MP3, LPCM), Video (MPEG2, AVCHD)		Photo (JPEG), Music (MP3, LPCM), Video (MPEG2, AVCHD)	
	Picture Frame Mode	Yes		Yes		Yes	
	PhotoTV HD	Yes		Yes		Yes	
	XMB™	Yes		Yes		Yes	
	On Screen Instruction Manual	Yes		Yes		Yes	
	On Screen Clock	Yes		Yes		Yes	
	Sleep Timer	Yes		Yes		Yes	
	PAP	Yes		Yes		Yes	
	PC Input PIP	Yes		Yes		Yes	
NETWORK	BRAVIA Internet Video	Yes		Yes		Yes	
	BRAVIA Internet Widgets	Yes		Yes		Yes	
	Wi-Fi	Wi-Fi Integrated		Wi-Fi Integrated		Wi-Fi Integrated	
ECO FEATURES	PC Power Management	Yes		Yes		Yes	
	Idle TV Standby	Yes		Yes		Yes	
	Ambient / Light Sensor	Light Sensor		Light Sensor		Light Sensor	
	Power Saving Modes	Yes		Yes		Yes	
	Energy Saving Switch	Yes		Yes		Yes	
GENERAL	HDMI™	4 (2 Side/2 Rear)		4 (2 Side/2 Rear)		4 (2 Side/2 Rear)	
	USB 2.0	1 (Side)		1 (Side)		1 (Side)	
	Ethernet Connection	1 (Rear)		1 (Rear)		1 (Rear)	
	Component	1 (1 Side) (Composite input common use)		1 (1 Side) (Composite input common use)		1 (1 Side) (Composite input common use)	
	Composite	2 (1 Side (Component input common use)/1 Rear)		2 (1 Side (Component input common use)/1 Rear)		2 (1 Side (Component input common use)/1 Rear)	
	HD 15 PC Input	1 (Side)		1 (Side)		1 (Side)	
	Digital Audio Output(s)	Optical Digital Output – 1 (Rear)		Optical Digital Output – 1 (Rear)		Optical Digital Output – 1 (Rear)	
	Audio Out	1 (Rear)		1 (Rear)		1 (Rear)	
	Headphone Out	1 (Side)		1 (Side)		1 (Side)	
	Display Language	English, Simplified Chinese, Arabic, Persian, Vietnamese, Thai, French, Russian		English, Simplified Chinese, Arabic, Persian, Vietnamese, Thai, French, Russian		English, Simplified Chinese, Arabic, Persian, Vietnamese, Thai, French, Russian	
	Stand Swivel / Stand Tilt Range	–	Yes / 0°/6° Upward Style	–	Yes / 0°/6° Upward Style	Yes / 0°/6° Upward Style	
	Power Requirements (Voltage / Frequency)	AC 110 – 240V, 50/60Hz		AC 110 – 240V, 50/60Hz		AC 110 – 240V, 50/60Hz	
	Power Consumption (in Operation)	228W	185W	215W	175W	153W	137W
	Power Consumption (in Standby)	0.2W		0.2W		0.2W	
	TV Weight (kg)	Approx. 42.8	Approx. 30.2	Approx. 36.6	Approx. 26.9	Approx. 20.5	Approx. 16.1
	TV Weight (with Stand) (kg)	Approx. 49.8	Approx. 36.2	Approx. 43.0	Approx. 32.2	Approx. 24.4	Approx. 19.8
ACCESSORIES	Supplied Remote Control	RM-GD010		RM-GD010		RM-GD010	
	Supplied Batteries	Type AAA x 2		Type AAA x2		Type AAA x2	
	Optional Wallmount Bracket	SU-WL500/SU-WL50B		SU-WH500/SU-WL500	SU-WH500/SU-WL700/SU-WL500	SU-WH500/SU-WL700/SU-WL500	
	Optional Design Stand	–		–	SU-B550S	SU-B460S	SU-B400S
	3D Glasses	TDG-BR100/B(Black) x2 (Supplied), TDG-BR50/L(Blue) (Optional), TDG-BR50/P(Pink) (Optional)		TDG-BR100/B(Black) (Optional), TDG-BR50/L(Blue) (Optional), TDG-BR50/P(Pink) (Optional)		TDG-BR100/B(Black) (Optional), TDG-BR50/L(Blue) (Optional), TDG-BR50/P(Pink) (Optional)	
	Optional 3D Sync Transmitter	–		TMR-BR100		TMR-BR100	

SPECIFICATIONS	EX710			EX700	
	KDL-55EX710 *(55")*	KDL-46EX710 *(46")*	KDL-40EX710 *(40")*	KDL-60EX700 *(60")*	
SYSTEM	TV System (Digital / Analogue)	Digital: DVB-T		Digital: DVB-T, Analogue: B/G, D/K, I, M	
	Colour System	NTSC 3.58 (AV in only), NTSC 4.43 (AV in only), PAL, PAL60 (AV in only), SECAM		NTSC 3.58 (AV only), NTSC 4.43 (AV only), PAL, PAL60 (AV only), SECAM	
	Video Signal	480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p, 1080/50i, 1080/60i, 1080/24p (HDMI™), 1080/50p (HDMI™/Component), 1080/60p (HDMI™/Component)		480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p, 1080/50i, 1080/60i, 1080/24p (HDMI™), 1080/50p (HDMI™/Component), 1080/60p (HDMI™/Component)	
PICTURE	Display Resolution	Full HD 1080 (1920 x 1080)			Full HD 1080 (1920 x 1080)
	3D Sync Transmitter Integrated	–			–
	3D Up-conversion	–			–
	Backlight Type	LED			LED
	Motionflow™	Motionflow™ 100Hz			–
	Video Processing	BRAVIA Engine 3™			BRAVIA Engine 3™
	Live Colour™ Technology	Yes			Yes
	Intelligent Picture	Yes			Yes
	MPEG Noise Reduction	Yes			Yes
	24p True Cinema™ Technology	Yes			Yes
	Picture Mode	Vivid/Standard/Custom/Cinema/Game-Standard/Game-Original/Graphics/Sports/Photo-Vivid/Photo-Standard/Photo-Original/Photo-Custom			Vivid/Standard/Custom/Game-Standard/Game-Original
AUDIO	Sony Original Surround	S-Force Front Surround			S-Force Front Surround
	Sound Mode	Dynamic/Standard/Clear Voice			Dynamic/Standard/Clear Voice
	Surround Effect	Cinema/Music/Live Sports/Game			Cinema/Music/Live Sports/Game
	Voice Zoom	Yes			Yes
	Audio Power	20W (10W x 2)			20W (10W x 2)
EASE OF USE FEATURES	BRAVIA Sync	Yes			Yes
	DLNA	Photo (JPEG), Music (MP3, LPCM), Video (MPEG2, AVCHD)			Photo (JPEG), Music (MP3, LPCM), Video (MPEG2, AVCHD)
	Picture Frame Mode	Yes			Yes
	PhotoTV HD	Yes			Yes
	XMB™	Yes			Yes
	On Screen Instruction Manual	Yes			Yes
	On Screen Clock	Yes			Yes
	Sleep Timer	Yes			Yes
	PAP	Yes			Yes
	PC Input PIP	Yes			Yes
NETWORK	BRAVIA Internet Video	Yes			Yes
	BRAVIA Internet Widgets	–			–
	Wi-Fi	Wi-Fi Ready			Wi-Fi Ready
ECO FEATURES	PC Power Management	Yes			Yes
	Idle TV Standby	Yes			Yes
	Ambient / Light Sensor	Ambient Sensor			Ambient Sensor
	Power Saving Modes	Yes			Yes
	Energy Saving Switch	1 (Rear)			–
GENERAL	HDMI™	4 (2 Side/2 Rear)			4 (2 Side/2 Rear)
	USB 2.0	1 (Side)			1 (Side)Photo (JPEG, RAW), Music (MP3), Video (AVC, AVCHD, MPEG4, DivX)
	Ethernet Connection	1 (Rear)			1 (Rear)
	Component	2 (1 Rear/1 Rear (Composite input common use)			2 (1 Rear/1 Rear, Composite Input Common Use)
	Composite	3 (1 Rear/1 Rear (Component input common use)/1 Side)			3 (1 Rear/1 Rear, Composite Input Common Use/1 Side)
	HD 15 PC Input	1 (Rear)			1 (Rear)
	Digital Audio Output(s)	Optical Digital Output – 1 (Rear)			Optical Digital Output - 1 (Rear)
	Audio Out	1 (Rear)			1 (Rear)
	Headphone Out	1 (Side)			1 (Side)
	Display Language	English, Simplified Chinese, Arabic, Persian, Vietnamese, Thai, French, Russian			English, Simplified Chinese, Arabic, Persian, Vietnamese, Thai, French, Russian
	Stand Swivel/Stand Tilt Range	Yes / –			Yes / –
	Power Requirements (Voltage / Frequency)	AC 110 – 240V, 50/60Hz			AC 110 – 240V, 50/60Hz
	Power Consumption (in Operation)	138W	115W	109W	208W
	Power Consumption (in Standby)	0.2W			0.23W
	TV Weight (kg)	Approx. 21.8	Approx. 16.3	Approx. 13.2	Approx. 31.3
	TV Weight (with Stand) (kg)	Approx. 26.1	Approx. 18.6	Approx. 15.4	Approx. 38.1
ACCESSORIES	Supplied Remote Control	RM-GD014			RM-GA014
	Supplied Batteries	Type AAA x2			Type AAA x 2
	Optional Wallmount Bracket	SU-WL500/SU-WL50B			SU-WL500/SU-WL50B
	Optional Design Stand	–			–
	3D Glasses	–			–
	Optional 3D Sync Transmitter	–			–

SPECIFICATIONS	EX600		EX500			EX400	
	KDL-40EX600 *(40")*	KDL-32EX600 *(32")*	KDL-46EX500 *(46")*	KDL-40EX500 *(40")*	KDL-32EX500 *(32")*	KDL-40EX400 *(40")*	KDL-32EX400 *(32")*
SYSTEM	TV System (Digital / Analogue)	Digital: DVB-T, Analogue: B/G, D/K, I, M		Digital: DVB-T, Analogue: B/G, D/K, I, M		Digital: DVB-T, Analogue: B/G, D/K, I, M	
	Colour System	NTSC 3.58 (AV only), NTSC 4.43 (AV only), PAL, PAL60 (AV only), SECAM		NTSC 3.58, NTSC 4.43 (AV only), PAL, PAL60 (AV only), SECAM		NTSC 3.58, NTSC 4.43 (AV only), PAL, PAL60 (AV only), SECAM	
	Video Signal	480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p, 1080/50i, 1080/60i, 1080/24p (HDMI™), 1080/50p (HDMI™/Component), 1080/60p (HDMI™/Component)		480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p, 1080/50i, 1080/60i, 1080/24p (HDMI™), 1080/50p (HDMI™/Component), 1080/60p (HDMI™/Component)		480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p, 1080/50i, 1080/60i, 1080/24p (HDMI™), 1080/50p (HDMI™/Component), 1080/60p (HDMI™/Component)	
PICTURE	Display Resolution	Full HD 1080 (1920 x 1080)		Full HD 1080 (1920 x 1080)		Full HD 1080 (1920 x 1080)	
	3D Sync Transmitter Integrated	–		–		–	
	3D Up-conversion	–		–		–	
	Backlight Type	LED		CCFL		CCFL	
	Motionflow™	–		Motionflow™ 100Hz		–	
	Video Processing	BRAVIA Engine 3™		BRAVIA Engine 3™		BRAVIA Engine 3™	
	Live Colour™ Technology	Yes		Yes		Yes	
	Intelligent Picture	Yes		Yes		Yes	
	MPEG Noise Reduction	Yes		Yes		Yes	
	24p True Cinema™ Technology	Yes		Yes		Yes	
	Picture Mode	Vivid/Standard/Custom/Game-Standard/Game-Original		Vivid/Standard/Custom/Game-Standard/Game-Original		Vivid/Standard/Custom/Game-Standard/Game-Original	
AUDIO	Sony Original Surround	S-Force Front Surround		S-Force Front Surround		S-Force Front Surround	
	Sound Mode	Dynamic/Standard/Clear Voice		Dynamic/Standard/Clear Voice		Dynamic/Standard/Clear Voice	
	Surround Effect	Cinema/Music/Live Sports/Game		Cinema/Music/Live Sports/Game		Cinema/Music/Live Sports/Game	
	Voice Zoom	Yes		Yes		Yes	
	Audio Power	20W (10W x 2)		20W (10W x 2)		20W (10W x 2)	
EASE OF USE FEATURES	BRAVIA Sync	Yes		Yes		Yes	
	DLNA	Photo (JPEG), Music (MP3, LPCM), Video (MPEG2, AVCHD)		–		–	
	Picture Frame Mode	Yes		Yes		Yes	
	PhotoTV HD	Yes		Yes		Yes	
	XMB™	Yes		Yes		Yes	
	On Screen Instruction Manual	Yes		Yes		Yes	
	On Screen Clock	Yes		Yes		Yes	
	Sleep Timer	Yes		Yes		Yes	
	PAP	Yes		Yes		Yes	
	PC Input PIP	Yes		Yes		Yes	
NETWORK	BRAVIA Internet Video	Yes		–		–	
	BRAVIA Internet Widgets	–		–		–	
	Wi-Fi	Wi-Fi Ready		–		–	
ECO FEATURES	PC Power Management	Yes		Yes		Yes	
	Idle TV Standby	Yes		Yes		Yes	
	Ambient / Light Sensor	Ambient Sensor		Ambient Sensor		Ambient Sensor	
	Power Saving Modes	Yes		Yes		Yes	
	Energy Saving Switch	–		–		–	
GENERAL	HDMI™	4 (2 Side/2 Rear)		4 (2 Side/2 Rear)		4 (2 Side/2 Rear)	
	USB 2.0	1 (Side)Photo (JPEG, RAW), Music (MP3), Video (AVC, AVCHD, MPEG4, DivX)		1 (Side) Photo (JPEG, RAW), Music (MP3), Video (AVC, AVCHD, MPEG4, DivX)		1 (Side) Photo (JPEG, RAW), Music (MP3), Video (AVC, AVCHD, MPEG4, DivX)	
	Ethernet Connection	1 (Rear)		–		–	
	Component	2 (1 Rear/1 Rear, Composite Input Common Use)		2 (1 Rear/1 Rear, Composite Input Common Use)		2 (1 Rear/1 Rear, Composite Input Common Use)	
	Composite	3 (1 Rear/1 Rear, Composite Input Common Use/1 Side)		3 (1 Rear/1 Rear, Component Input Common Use/1 Side)		3 (1 Rear/1 Rear, Component Input Common Use/1 Side)	
	HD 15 PC Input	1 (Rear)		1 (Rear)		1 (Rear)	
	Digital Audio Output(s)	Optical Digital Output - 1 (Rear)		Optical Digital Output - 1 (Rear)		Optical Digital Output - 1 (Rear)	
	Audio Out	1 (Rear)		1 (Rear)		1 (Rear)	
	Headphone Out	1 (Side)		1 (Side)		1 (Side)	
	Display Language	English, Simplified Chinese, Arabic, Persian, Vietnamese, Thai, French, Russian		English, Simplified Chinese, Arabic, Persian, Vietnamese, Thai, French, Russian		English, Simplified Chinese, Arabic, Persian, Vietnamese, Thai, French, Russian	
	Stand Swivel/Stand Tilt Range	Yes / –		Yes / –		– / –	
	Power Requirements (Voltage / Frequency)	AC 110 – 240V, 50/60Hz		AC 110 – 240V, 50/60Hz		AC 110 – 240V, 50/60Hz	
	Power Consumption (in Operation)	98W	80W	197W	170W	119W	155W	114W
	Power Consumption (in Standby)	0.2W		0.2W			0.2W	
	TV Weight (kg)	Approx. 12.7	Approx. 9.1	Approx. 18.7	Approx. 14.2	Approx. 9.9	Approx. 13.9	Approx. 9.5
	TV Weight (with Stand) (kg)	Approx. 14.8	Approx. 11.1	Approx. 21.6	Approx. 16.4	Approx. 11.9	Approx. 15.9	Approx. 11.0
ACCESSORIES	Supplied Remote Control	RM-GA014		RM-GD009			RM-GD015	
	Supplied Batteries	Type AAA x 2		Type AAA x 2			Type AAA x 2	
	Optional Wallmount Bracket	SU-WL500/SU-WL50B		SU-WL500 /SU-WL50B			SU-WL500 /SU-WL50B	
	Optional Design Stand	–		–			–	
	3D Glasses	–		–			–	
	Optional 3D Sync Transmitter	–		–			–	

	SPECIFICATIONS	EX300 KLV-32EX300 *(32")*	BX400 KLV-40BX400 *(40")*	BX300 KLV-32BX300 *(32")*
SYSTEM	TV System (Digital / Analogue)	Analogue: B/G, D/K, I, M	Analogue: B/G, D/K, I, M	Analogue: B/G, D/K, I, M
	Colour System	NTSC 3.58, NTSC 4.43 (AV only), PAL, PAL60 (AV only), SECAM	NTSC 3.58, NTSC 4.43 (AV only), PAL, PAL60 (AV only), SECAM	NTSC 3.58, NTSC 4.43 (AV only), PAL, PAL60 (AV only), SECAM
	Video Signal	480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p, 1080/50i, 1080/60i, 1080/24p (HDMI™), 1080/50p (HDMI™/Component), 1080/60p (HDMI™/Component)	480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p, 1080/50i, 1080/60i, 1080/24p (HDMI™), 1080/50p (HDMI™/Component), 1080/60p (HDMI™/Component)	480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p, 1080/50i, 1080/60i, 1080/24p (HDMI™), 1080/50p (HDMI™/Component), 1080/60p (HDMI™/Component)
PICTURE	Display Resolution	WXGA (1366 x 768)	Full HD 1080 (1920 x 1080)	WXGA (1366 x 768)
	3D Sync Transmitter Integrated	–	–	–
	3D Up-conversion	–	–	–
	Backlight Type	CCFL	CCFL	CCFL
	Motionflow™	–	–	–
	Video Processing	BRAVIA Engine 3™	BRAVIA Engine 3™	BRAVIA Engine 3™
	Live Colour™ Technology	Yes	Yes	Yes
	Intelligent Picture	Intelligent Picture Plus	Intelligent Picture Plus	Intelligent Picture Plus
	MPEG Noise Reduction	Yes	Yes	Yes
	24p True Cinema™ Technology	Yes	Yes	Yes
	Picture Mode	Vivid/Standard/Custom/Game-Standard/Game-Original	Vivid/Standard/Custom/Game-Standard/Game-Original	Vivid/Standard/Custom/Game-Standard/Game-Original
AUDIO	Sony Original Surround	Simulated Surround	Simulated Surround	Simulated Surround
	Sound Mode	Dynamic/Standard/Clear Voice	Dynamic/Standard/Clear Voice	Dynamic/Standard/Clear Voice
	Surround Effect	Cinema/Music/Sports/Game	Cinema/Music/Sports/Game	Cinema/Music/Sports/Game
	Voice Zoom	–	–	–
	Audio Power	20W (10W x 2)	20W (10W x 2)	20W (10W x 2)
EASE OF USE FEATURES	BRAVIA Sync	Yes	Yes	Yes
	DLNA	–	–	–
	Picture Frame Mode	Yes	Yes (Also available at FM Radio mode)	Yes (Also available at FM Radio mode)
	PhotoTV HD	–	–	–
	XMB™	–	–	–
	On Screen Instruction Manual	–	–	–
	On Screen Clock	Yes	Yes	Yes
	Sleep Timer	Yes	Yes	Yes
	PAP	Yes	Yes	Yes
	PC Input PIP	Yes	Yes	Yes
NETWORK	BRAVIA Internet Video	–	–	–
	BRAVIA Internet Widgets	–	–	–
	Wi-Fi	–	–	–
ECO FEATURES	PC Power Management	Yes	Yes	Yes
	Idle TV Standby	Yes	Yes	Yes
	Ambient / Light Sensor	Ambient Sensor	Ambient Sensor	Ambient Sensor
	Power Saving Modes	Yes	Yes	Yes
	Energy Saving Switch	–	–	–
GENERAL	HDMI™	4 (1 Side/3 Rear)	2 (1 Side/1 Rear)	2 (1 Side/1 Rear)
	USB 2.0	1 (Side)Photo (JPEG), Music (MP3), Video (MPEG1, MPEG2 TS & PS)	1 (Side)Photo (JPEG), Music (MP3), Video (MPEG1, MPEG2 TS & PS)	1 (Side)Photo (JPEG), Music (MP3), Video (MPEG1, MPEG2 TS & PS)
	Ethernet Connection	–	–	–
	Component	1 (Rear, Composite Input Common Use)	1 (Rear, Composite Input Common Use)	1 (Rear, Composite Input Common Use)
	Composite	3 (1 Rear Monitor Out Common Use/1 Rear, Component Input Common Use/1 Side)	(1 Rear Monitor Out Common Use/1 Rear, Component Input Common Use/1 Side)	(1 Rear Monitor Out Common Use/1 Rear, Component Input Common Use/1 Side)
	HD 15 PC Input	1 (Side)	1 (Side)	1 (Side)
	Digital Audio Output(s)	–	–	–
	Audio Out	1 (Rear)	1 (Rear)	1 (Rear)
	Headphone Out	1 (Side)	–	–
	Display Language	English, Simplified Chinese, Arabic, Persian, Vietnamese, Thai, French, Russian	English, Simplified Chinese, Arabic, Persian, Vietnamese, Thai, French, Russian	English, Simplified Chinese, Arabic, Persian, Vietnamese, Thai, French, Russian
	Stand Swivel/Stand Tilt Range	–	–	–
	Power Requirements (Voltage / Frequency)	AC 110 – 240V, 50/60Hz	AC 110-240V, 50/60Hz	AC 110 – 240V, 50/60Hz
	Power Consumption (in Operation)	109W	151W	109W
	Power Consumption (in Standby)	Less than 0.3W	Less than 0.3W	Less than 0.3W
	TV Weight (kg)	Approx. 9.5	Approx. 13.6	Approx. 9.2
	TV Weight (with Stand) (kg)	Approx. 11	Approx. 15.6	Approx. 10.7
ACCESSORIES	Supplied Remote Control	RM-GA019	RM-GA019	RM-GA019
	Supplied Batteries	Type AAA x 2	Type AAA x 2	Type AAA x 2
	Optional Wallmount Bracket	SU-WL500 /SU-WL50B	SU-WL500 /SU-WL50B	SU-WL500 /SU-WL50B
	Optional Design Stand	–	–	–
	3D Glasses	–	–	–
	Optional 3D Sync Transmitter	–	–	–